

### REMARKS

Favorable reconsideration of this application, in light of the following discussion, is respectfully requested.

Claims 1-15 are pending in this application. Claims 1 and 13 are amended, and Claims 14 and 15 are added by the present amendment. Support for amended Claims 1 and 13 and added Claims 14 and 15 can be found in the disclosure as originally filed.<sup>1</sup> Thus, no new matter is added.

In the outstanding Office Action, Claims 1, 5, 7, 10, and 13 were rejected under 35 U.S.C. § 102(e) as anticipated by U.S. Publication No. 2005/0046768 to Wu; Claims 2, 4, 6, 8, and 9 were rejected under 35 U.S.C. § 103(a) as unpatentable over Wu;<sup>2</sup> Claim 3 was rejected under 35 U.S.C. § 103(a) as unpatentable over Wu in view of U.S. Patent No. 5,428,366 to Eichenlaub; and Claims 11 and 12 were rejected under 35 U.S.C. § 103(a) as unpatentable over Wu in view of U.S. Patent No. 6,867,828 to Taira et al. (hereinafter “Taira”).

Applicants acknowledge with appreciation the courtesy of an interview with Examiner Amadiz on December 22, 2009. During the interview, rejections in the outstanding Office Action and differences between the claimed invention and Wu were discussed in regard to amended Claim 1. The Examiner agreed that amended Claim 1, as discussed below, is patentable over Wu.

Applicants respectfully traverse the rejection of Claims 1, 5, 7, 10, and 13 under 35 U.S.C. § 102(e) as anticipated by Wu with regard to amended Claims 1 and 13.

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<sup>1</sup> See, for example, page 3, lines 1-13 and page 11, lines 9-17 of the Specification and as shown in Figures 1 and 3.

<sup>2</sup> The Office Action at page 4, prenumbered paragraph 4 states the name of the reference as “Liu.” However, as confirmed in a telephone call with Examiner Amadiz on December 15, 2009, the Office Action is incorrect and should have indicated “Wu” as the name of the reference.

Amended Claim 1 is directed to a liquid crystal display including, in part, a pixel driving circuit configured to alternately drive the pixels of a liquid crystal panel to alternately display a first image and a second image on the two screens of the liquid crystal panel, respectively, at an alternating frequency so that the first and second images appear to be displayed continuously. Further, a first front light lights up while the first image is displayed on the liquid crystal panel by the pixel driving circuit, and a second front light lights up while a second image is displayed on the liquid crystal panel by the pixel driving circuit. Independent Claim 13 includes similar features directed to a different scope of invention.

According to a non-limiting embodiment of Claim 1, first and second images may be alternately and rapidly displayed on different screens so that two viewers may view the two different images simultaneously, for example as shown in the non-limiting embodiment of Applicants' Figure 1.

Further, as also shown in the non-limiting embodiment of Applicants' Figure 1, the first and second front lights may be arranged such that the first front light is in front of the liquid crystal display from the viewpoint of a second viewer, and the second front light may be in front of the liquid crystal display from the viewpoint of a first viewer.

As discussed during the interview, Wu fails to teach or suggest each of the features of any of the independent claims. For example, Wu fails to teach or suggest that first and second images alternate at an alternating frequency so that the first and second images appear to be displayed continuously.

Wu describes "a reversible liquid crystal display (LCD), which is an LCD with a single display module and is reversible, and particularly as applied on a liftable lid electronic equipment for display on double faces."<sup>3</sup> In Wu, a reversible LCD 100 is described that includes two lights 161 and 162 and a controlling unit that turns a light 162 on and a light 161

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<sup>3</sup> Wu at paragraph [0002].

off when an image on the LCD 100 is viewed from a point A and turns the light 162 off and the light 161 on when the image on LCD 100 is viewed from a point B.<sup>4</sup> Wu further describes that the controlling unit turns lights 161 and 162 on or off when a sensing unit (e.g., sensing switch 210) senses that the LCD 100 has been turned over, for example, when a lid of a cell phone is opened.<sup>5</sup> Wu also describes an image reversing unit that reverses an image when the LCD 100 is turned over.<sup>6</sup> Thus, Wu indicates a controlling unit that turns on a light 162 (e.g, first front light) to display an image on an LCD 100 from the point A, and when the LCD 100 is turned over, turns off the light 162, turns on a light 161 (e.g, second front light) and reverses the image such that the image is displayed on the LCD 100 according to the point B.

However, Wu fails to teach or suggest that the controlling unit alternates display of first and second images at an alternating frequency such that the first and second images appear to be displayed continuously. Applicants respectfully submit that the turning over of the LCD 100 creates an interruption in the viewing of an image that can be observed by the viewer of an image, and further that Wu fails to teach or suggest continuous display of rapidly alternated first and second images. Thus, Wu fails to teach or suggest “a pixel driving circuit configured to alternately drive pixels of said liquid crystal panel to alternately display a first image and a second image on the two screens of said liquid crystal panel, respectively, at an alternating frequency so that the first and second images appear to be displayed continuously, wherein said first front light lights up while the first image is displayed on said liquid crystal panel by said pixel driving circuit, and said second front light lights up while the second image is displayed on said liquid crystal panel by said pixel driving circuit,” as recited in amended Claim 1, and as similarly required by Claim 13.

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<sup>4</sup> Wu at paragraph [0019] and Figure 5.

<sup>5</sup> Wu at paragraphs [0018], [0019], and [0021] and Figures 5 and 6.

<sup>6</sup> Wu at paragraphs [0018] and [0019].

Therefore, Applicants respectfully submit that independent Claims 1 and 13, and all claims depending therefrom, patentably define over Wu. Accordingly, Applicants respectfully request that the rejection of Claims 1, 5, 7, 10, and 13 under 35 U.S.C. § 102(e) as anticipated by Wu be withdrawn.

In addition, Applicants respectfully traverse the rejections of Claims 2-4, 6, 8, 9, 11, and 12 under 35 U.S.C. § 103(a) as unpatentable over Wu and Eichenlaub or Taira. Specifically, Claims 2-4, 6, 8, 9, 11, and 12 depend from Claim 1 and are believed to be patentable, at least for the previously mentioned reasons. Further, Claims 1 and 13 patentably define over Wu as discussed above. In addition, it is respectfully submitted that Eichenlaub and Taira fail to supply or suggest the claim features lacking in the disclosure of Wu. Therefore, Applicants respectfully request that the rejections under 35 U.S.C. § 103(a) also be withdrawn.

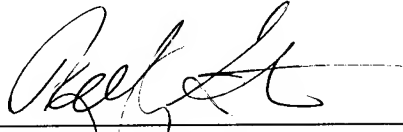
Further, Applicants respectfully submit that Wu fails to disclose the features recited in added Claims 14 and 15. As stated previously, Wu describes an image reversing unit that reverses an image when the LCD 100 is turned over. However, in Wu, the information displayed in the reversed image is the same information displayed in the non-reversed image. Further, it is respectfully submitted that Eichenlaub and Taira fail to supply or suggest the features recited in Claims 14 and 15.

Therefore, Applicants respectfully submit that Claims 1 and 15 and all claims depending therefrom are allowable.

Consequently, in light of the above discussion, this application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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